

LAUREN JONES

VICE PRESIDENT OF DESIGN & DEVELOPMENT | WOMEN'S, MEN'S, KIDS & ACCESSORIES

Los Angeles, CA | 617.378.1958 | laurenreidjones@gmail.com

laurenjones.com | elleandreid.com | linkedin.com/in/laurenreidjones

EXECUTIVE SUMMARY

Design and product executive with 20+ years leading apparel and accessories across women's, men's, and kids for global sport, contemporary, active, and lifestyle brands. Owns the full product function: creative direction and seasonal concept, line planning and assortment architecture, price points and margin targets, consumer and competitive research, development, sourcing, and production. Built categories from zero, including Fabletics Men's (\$0 to \$21M in the first 3 months), and rebuilt core product at Legends to help grow annual revenue more than 125% within a year. Builds design organizations from the ground up, partners directly with founders and CEOs, and works hands-on with factories and mills across Asia and domestically.

CORE EXPERTISE

Design Leadership (Women's, Men's & Kids) · Apparel & Accessories · Lifestyle, Active & Contemporary · Creative Direction & Seasonal Concept · Line Planning & Assortment Architecture · Pricing, Tiering & Margin · Construction, Fit & Technical Fabrication · Color, Materials & Trims · Sourcing, Costing & Production · Category Launches · Calendars, TNAs, PLM & WIP · Team Building & Mentorship · Founder & Executive Partnership

PROFESSIONAL EXPERIENCE

Elle & Reid Consulting | elleandreid.com

06/2022 – Present

Founder & Principal | Los Angeles, CA

Design and product consulting for apparel and accessories brands across women's, men's, kids, and baby

- Lead end-to-end product creation for founder-led, DTC, and wholesale brands: design direction, line planning, assortment and price architecture, margin targets, development, sourcing, and production.
- Build apparel collections for golf, healthcare apparel, kids, and baby brands, from concept and line plan through tech packs, sampling, costing, and delivery.
- Led design, development, and sourcing for a global accessories brand across a wide range of products, from concept, materials, and construction details through sampling, factory sourcing, and production.
- Design partner to a marketing agency on a promotional apparel collection for a national beverage brand and retail partner; owned design, development, and production management through on-site quality control with local Los Angeles print and embroidery partners.
- Manage global and domestic factory partners through development, costing, sampling, fit, and quality approval, protecting margin and delivery timelines.

Legends

07/2020 – 06/2022

Vice President of Product, Design & Development | El Segundo, CA

Men's, women's, kids · apparel and accessories

- Led the full product function (design, product development, technical design, merchandising, and production); reported to the CEO and partnered with the founder on seasonal direction and product vision.
- Overhauled core product across fabrics, treatments, fit, construction, grading, trims, and branding, helping grow annual revenue more than 125% within a year.
- Owned assortment strategy, line architecture, SKU productivity, pricing, and margin optimization across apparel and accessories, and launched the company's kids line.
- Built, coached, and led the design and product organization from the ground up, mentoring Director-level leads and managing internal and freelance resources.
- Introduced seasonal calendars, factory TNAs, PLM, line plans, WIP reporting, and approval gates to improve speed, alignment, and product-creation discipline.

Fabletics (TechStyle Fashion Group)

10/2018 – 06/2020

Design Director, Men's | El Segundo, CA

- Founding design leader for the Fabletics Men's launch; built the product from the ground up, creating core silhouettes still carried today and developing the fabric platform.

- Grew the category from \$0 to \$21M in the first 3 months of launch, seeding a Men's business that has since grown past \$300M annually; achieved 100% five-star reviews across initial launch categories.
- Directed design and development of 50+ styles per quarter across performance, lifestyle, and accessories; ran wear-test events and used feedback to refine fit, construction, and performance.
- Created the Men's brand identity and logo mark, later adopted across the broader Fabletics brand.

Juicy Couture (JXJC)

06/2017 – 10/2018

Senior Design Manager, Women's | Los Angeles, CA

- Led Gen Z women's apparel design for the contemporary JXJC relaunch across denim, sweaters, knits, wovens, and tracksuits, modernizing an iconic LA brand's heritage for a new customer.
- Partnered with merchandising, development, and production to deliver cohesive collections from concept to market; product worn by Nicole Richie, Yara Shahidi, and Noah Cyrus.

Forever 21

01/2017 – 06/2017

Senior Design Manager, Women's | Los Angeles, CA

- Led high-volume women's active and lifestyle design, translating fast-moving trend into commercially strong product while balancing speed, margin, and quality.

Reebok

11/2015 – 12/2016

Senior Design Manager, Running (Women's & Men's) | Canton, MA

- Led running apparel design, directing seasonal concept, line architecture, color, materials, and technical construction from research through retail launch, in partnership with global merchandising, development, and innovation teams.
- Awarded a U.S. design patent for an original running jacket design.

Adidas

06/2007 – 11/2015

Senior Designer, adidas Originals Women's & Men's | Canton, MA

Design 10/2008 – 11/2015 · Apparel Product Developer 06/2007 – 10/2008

- Led women's and men's adidas Originals lifestyle apparel design within a global organization, developing seasonal collections, graphics, color stories, materials, and limited-edition product.
- Designed the Kobe Bryant retirement commemorative jersey and led kids special projects.
- Began as a product developer, building deep foundations in construction, fit, materials, costing, and manufacturability that still drive design decisions.

EARLIER EXPERIENCE

Technical Designer, David Brooks / Hampshire Group (2006 – 2007) · Design and product development roles at Talbots, Kellwood & Reebok (2004 – 2005)

TOOLS

Adobe Illustrator, Photoshop & InDesign · Excel · PLM Systems · 3D Design & Digital Visualization · AI-Enabled Design Workflows · Tech Packs & Product Tracking · Cost Engineering · Line Planning

EDUCATION

Bachelor of Science, Apparel Design, Merchandising & Production | Iowa State University

Study Abroad, Fashion | London College of Fashion, London, UK